

laCollection



Award-winning photojournalist REZA launches his first NFT collection to educate the future generation of photographers



REZA's *Afghan Young Girl, Innocence* (2004) will be available as an NFT starting March 2023 © REZA

EYE TO EYE

The artist Reza Deghati who uses REZA as his artist's signature and laCollection Web3 platform announce the sale of [the first-ever digital editions of REZA's photographs](#). Launched with the support of The Artist Academy, French-speaking artist masterclass platform, the NFT collection entitled "Eye to Eye" will feature high-quality digital editions of REZA's most acclaimed photographs accompanied by exclusive contextual videos with REZA's voice-over narration.

An award-winning photojournalist, REZA has dedicated his life to relaying the struggles and hopes of people. His photographs are on the front page of the biggest press titles including National Geographic and Time Magazine. This inaugural Web3 project coincides with a search for new forms of engagement

with his community, giving them further access to visual storytelling secrets. Web3 technology facilitates the artist to connect with his global community.

This Web3 project is also a means to support his charity work for children's visual education. Indeed, part of the proceeds will support [Reza Visual Academy](#), a non-profit organization providing photo-training workshops for youth living in precarious civil societies like refugee camps or disadvantaged suburbs in countries throughout the world. Through this training and the gift of necessary photographic tools, these young, silent victims will become witnesses to their lives and thus actors of their destiny.

The NFT collection will start on March 15th, 2023, with a first sale centered around "Childhood" featuring four limited-digital editions. The selected photographs draw attention to children's emotions, their joy and their dismay to the rest of the world. Children remain the first victims of an adult world. Through these photographs, the children question us about our actions. Is this not the best time to participate in awakening our consciences?

In line with REZA's commitment to visual education, collectors will be offered a range of exclusive benefits, including a portfolio review, an exclusive visit of REZA's studio in Paris and a book signed by the artist. Young photographers will have a chance to meet the photojournalist with incredible life experience having traveled to over a hundred countries and witnessed conflicts that changed history.

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REZA, Photojournalist, says:

"It is with great pride that I collaborate with change pioneers laCollection and The Artist Academy with whom I have been collaborating for two years now. This Web3 project will be a source of new incomes to support, among others, the non-profit Reza Visual Academy. Technology will allow me to reach new audiences and engage with my existing community in new ways."

Jean-Sébastien Beaucamps, CEO and Co-Founder of laCollection, says:

"We are thrilled to guide world-famous traditional artists such as REZA to venture into Web3 and to share his incredible photographs with a greater public. Technology will allow him to open to new audiences who will get access to exclusive moments and teachings with the artist. Utilities are the future of Web3."

Marjorie Leblanc, Co-Founder of The Artist Academy, says:

"Following the success of the photography masterclass with Reza that we launched 2 years ago on our platform, it was natural to participate and support Reza in this project."

• ENDS -

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About laCollection

[laCollection](#) offers collectors new ways to discover, experience and own exceptional art on the blockchain from the world's best museums, and leading digital artists. Each NFT is authenticated, approved by the relevant museum, gallery or artist, and secured on the blockchain. Collectors will be able to create their own cross-museum galleries of digital art, forging a new community of people with a passion for art and innovation. laCollection has joined forces with sustainable forestry tech company EcoTree.green to launch a 60-year nature-based climate-positive plan., and tracks its carbon footprint with Green Element, a B-Corp climate and sustainability audit firm offering net-zero solutions to major international brands, in alignment with the STBi criteria (Science Target Based Initiative) as defined by the United Nations.

About REZA

Philanthropist, idealist, humanist, [REZA](#) quit architecture in 1979, for a mission: "photography in the service of humanity". Since then, he has traveled the world, photographing wars, revolutions and human catastrophes, but also the joys and sorrows of our humanity. Published by international media (National Geographic, Time Magazine, Stern, Newsweek, El País, Paris Match, Geo...). [REZA](#) exhibits and creates major photographic art installations around the world, lectures at major world universities and international organizations, and participates in the making of documentaries. Author of 40 books, he has won numerous awards. More than a photographer, [REZA](#) has been a committed volunteer since 1983. He uses the informal visual education of young people and women from fragile civil societies for the sake of a better world.

About The Artist Academy

[The Artist Academy](#) offers to all the passionate people who wish to develop an artistic talent to go to the end of their dreams thanks to online courses with the greatest photographers recognized in the whole

world (REZA, Yann Arthus Bertrand...), writers (Eric-Emmanuel Schmitt, Bernard Werber...), musicians or singers (Manu Katché, Gims...).



REZA *The frame*, 1993

Photography original support: slide, 5000 x 3346 px

© REZA



REZA *Children photographers, 1985*

Photography original support: slide, 5000 x 3309 px

© REZA



REZA, *The dream, 1996*

Photography original support: slide, 3325 x 5000 px

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